

Child Death, Near Death, Stillbirth Commission/Child Protection Accountability Joint Commission

The Infant Safe Sleeping Community Action Team (TISSCAT)

1-31-12, Room 1, Ammon Center, Christiana Care Hospital

AGENDA

Mission Statement: *To reduce the number of SIDS, SUID Deaths in the State of Delaware through educational awareness campaigns around safe sleeping practices.*

Goals:

1. Expand message from “Back to Sleep” to Safe Sleep Environment. That will include all of the AAP task force recommendations on Safe Sleep Practices.
2. Reinforce message where ever and whenever possible.
3. Message needs to be consistent and make sense to the lay public.
4. Message needs to address parental desire to keep baby safe and comfortable.
5. Message needs to emphasize parent self-efficacy and the “preventability” of infant unsafe sleeping death.

A. Meeting called to order/Introductions

B. Review of minutes from 12-13-11

C. Subcommittee activity since 12-13-11

1. Infant Safe sleeping Education- Marj Hershberger

D. Old Business

1. Letter sent to CCHS Marketing Department
2. Update on C4K-Anne/Angela

E. New Business

1. Media Campaign with DHMIC-Anne/Marj
2. Resale Partnership
3. Articles of Interest

F. Other Business/Next meeting date